

Good Merchandise Only—Quality Considered. Our Prices are always the Lowest.

SALE! SALE!

SEPT. 8TH TO 19TH
INCLUSIVEJ. H. MORRIS & COMPANY DEPARTMENT STORES,
270-76 JASPER AVE. EAST

SALE! SALE!

SEPT. 8TH TO 19TH
INCLUSIVE.

GRAND FALL OPENING SALE

SEPTEMBER 8th TO 19th INCLUSIVE

Goods in all parts of the store priced in Tempting Manner for 11 days. An event sure to create unordinary interest because of the unusual Worthiness of the Offerings—Goods must Move Quickly—We're after a Great Big Record this year—Have your Share.

DRY GOODS AND LADIES' READY-TO-WEAR

DRESS GOODS SELL AT PRICES AMAZINGLY LOW FOR 11 DAYS.
54 in. Dress Tweeds in light and dark patterns, special value at \$1.00.
Fall Opening Sale 75c.

60c. TWEED DRESS GOODS 47½c.
10 pieces fancy Dress Tweeds, in nice dark patterns, 40 in., regular 60c.
Fall Opening Sale 47½c.

50c. TWEEDS & MELTONS, 40c.
Meltons in plain colors and Dress Tweeds in small patterns, regular 50c.
Fall Opening Sale 40c.

\$1.25 FANCY PANAMAS \$1.00
54 inch Fancy Panama Suitings, all colors, special value at \$1.25.
Fall Opening Sale \$1.00

\$1.25 QUEEN'S CLOTH \$1.00
Queen's Cloth in every shade, beautiful high class suiting, 44 inches wide. Special value at \$1.25.
Fall Opening Sale \$1.00

\$1.50 DUCHESS CLOTH \$1.30
Duchess Cloth is a very high class dress material, comes in all colors, 45 inch. Generally sold at \$1.75.
Fall Opening Sale \$1.30

10% off ALL PLAIN AND FANCY DRESS GOODS NOT ADVERTISED, WHICH INCLUDES ALL THIS SEASON'S IMPORTATIONS.

25% OFF NEW FURS.
Having secured a set of travellers samples in small furs at a liberal discount, our customers reap the benefit. They comprise stoles, throws, collars, muffs, etc., in mink, marmot, grey squirrel, sable squirrel, white Thibet, etc.
Fall Opening Sale 25% Off.

35c. RIB CASH HOSE 25c.
Ladies' and children's ribbed Cashmere Hose in all sizes, special at 35c.
Fall Opening Sale 25c.

\$5.00 & \$6.00 SKIRTS \$3.00.
35 only ladies' Dress Skirts in light and dark Tweeds, perfect fitting goods special value at \$5 and \$6.00.
Fall Opening Sale \$3.00.

10% OFF DRESS SKIRTS.
Our entire stock of new Fall Dress Skirts in voiles, Panamas, stripe, and check broadcloths etc., will be placed on sale.
Fall Opening Sale, 10% OFF.

1-3 OFF WHITE WAISTS.
50 only White Lawn and Muslin Waists, broken sizes.
Clearing at 1-3 Off.

10 ONLY WHITE MULL WAISTS.
Slightly soiled, regular \$4.50 and \$6.00.
Clearing at \$2.00

12½c & 15c. WRAPPERETTES 9c.
25 pieces of fancy Wrapperettes in overplaids, checks and stripes, 28 inches wide, regular 12½c and 15c.
Fall Opening Sale 9c.

17½c. WRAPPERETTES 12½c.
15 pieces of extra heavy Wrapperettes in plaids, checks and stripes, special value at 17½c.
Fall Opening Sale 12½c.

ODD LINES OF CORSETS AT 50c.

DRESS SILKS AT HALF PRICE.
\$1.00 STRIPED TAFFETA, 50c.
7 pieces of Fancy Striped Taffeta Silk, nice neat designs, soft quality, the kind that doesn't cut; regular \$1.00.
Fall Opening Sale 50c.

\$1.25 SILK 70c.
Silk in plain colors, beautifully finished silk. The colors are cream, white, sky blue, navy, green and brown, regular \$1.25.
Fall Opening Sale 50c.

75c. BLACK TAFFETA 45c.
100 yds. of Black Taffeta silk, nice wearing quality, soft finish, 22 inch, regular 75c.
Fall Opening Sale 45c.

75c. PEAU DE SOIE SILK 45c.
125 yds. black Peau de Soie Silk high finish excellent wearing silk. Reg 75c.
Fall Opening Sale 45c.

BALANCE DRESS MUSLINS 1-3 OFF
35c. WOOL VESTS 25c.
10 doz. Ladies' Boston ribbed vests shaped, natural color, open in front, drawers to match.
Fall opening Sale 25c.

65c. WOOL VESTS 50c.
15 dozen Ladies' Boston ribbed Vests, shaped and natural color, buttoned front, pearl button drawers to match, regular 65c.
Fall Opening Sale 50c.

\$1.00 DRAWERS 75c.
5 dozen Ladies' Wool Drawers in white only, regular \$1.00.
Fall Opening Sale 75c.

10% OFF NEW FALL COATS.
To introduce our new fall Coats, which is the largest stock in Western Canada, we have decided to give our friends and patrons
A Discount of 10%.



Remember, we buy only from the best foreign and domestic manufacturers and the styles are confined to us. These coats are the very latest productions from Fashion's centre, loose, semi, and tight-fitting, 7-8 lengths.
Don't Miss This Opportunity.

25% OFF ALL WHITEWEAR.
25c. SILK COLLARS, 10c.
50c. SHOPPING BAGS 10c.

\$1.75 FLANNELETTE BLANKETS 12-4
Slightly damaged.
Fall Opening Sale \$1.25

\$3.50 WHITE WOOL BLANKETS \$2.95
25 pr. White Wool Blankets, Good size, regular \$3.50.
Fall Opening Sale \$2.95.

\$2.50 MARSEILLES QUILTS \$1.95
12 only Marseilles Quilts double bed size, special at \$2.50.
Fall Opening Sale \$1.95

15 pairs Men's Patent Blu. Bals. made by the best American and Canadian manufacturers; highest grade imported patent colt and kid, medium sole, all sizes; regular \$5.50.
Fall Opening Sale, 4.40

25 pairs Men's Patent Blu. and Bals. best patent kid, something dressy, regular \$5.00.
Sale Price, 4.15.

15 pairs Men's Patent Dress Bals. light sole, malt upper, regular \$6.00.
Sale Price 4.75

20 pairs Men's Cordovan Blue Bals. a good fall shoe and great wearer, regular \$5.50.
Sale Price 4.25

50 pairs Men's Oxfords, in Vici Kid, Gun Metal, Tans and Patents. All this summer's styles, ranging in price from \$4.50 to \$5.50.
Sale Price, 25% off.

75 pairs Men's Calf Shoes, Blu. and Bal. cuts, a good wearer, reg \$3. and 2.75.
Sale Price, 2.15

40 prs Men's Cong in Pat & Vici Kid, light & heavy soles, prices from \$3.00 to \$6.00.
Sale Price, 20% Off.

25 pairs Wos. Button Shoes, Empress make, prices from \$2.50 to \$4.50.
Sale Price, 25% Off.

100 pairs American Lady Shoes in Patents and Dongola Kid, Blu. and Bal. cuts, all this year's styles, good fitters, prices from \$3.00 to \$5.00.
Sale Price, 20% Off.

200 pairs Women's Oxfords, including Express and American Lady makes in Patents, Dongola Kid and Gun Metals, the latest styles and lasts, prices from \$2.50 to \$5.00.
Sale Price, 15% Off.

30 pairs Women's Strap Slippers, one, two and three straps, French and Colonial heels, patent and Vici kids, regular \$2.50 to \$4.00.
Sale Price 2.40.

25 pairs Children's Shoes, Blu. and Bals. cuts, sizes 8½ to 10½, prices from \$1.50 to \$2.00.
Sale Price 1.30

30 pairs Children's Strap Slippers in Chocolate, Patents, and Dongola Kid, sizes from 2½ to 10½, regular price, 90c. to \$1.50.
Sale Price, 20% Off.

Ladies! We are giving special bargains in our Empress shoes. These shoes include our complete fall shipment and are made in Patents, Vici Kid and Calfskin. All the latest styles and lasts. Regular 2.50 to 5.00.
Sale Price, 10% Off.

In Men's Shoes, the ever-popular "Barry Shoe" (made in Brooklyn, Mass., is our leader. Our fall shipment has just arrived and will be included in this sale.
Sale Price 10% Off.

Our Shoe Department has better bargains than ever to offer. Besides the snaps offered above, we will give 10% Discount on all shoes not advertised during the Sale.

CLOTHING AND MEN'S FURNISHINGS

CLOTHING.
We have a full line of Men's and Boy's clothing in fall and winter wear, latest styles and patterns.
Fall Opening Sale 20% Off.

MEN'S BLUE AND BLACK BEAVER OVERCOATS.
3-4 length, special value at \$7.50.
Fall Opening Sale \$6.00

CLOTH OVERCOATS.
12 only Winter Overcoats, rubber interlined, German Otter Collar, regular 30.00.
Fall Opening Sale 23.95

20% OFF SHOWER AND WATER PROOF COATS.
BOYS' OVERCOATS.
Made of good quality tweed, regular \$4.50.
Fall Opening Sale 3.85

BOYS MANITOBA COATS, Sizes 29 to 32, regular \$6.00.
Fall Opening 4.75

MEN'S MANITOBA COATS.
Special quality Irish frieze, regular \$8.50.
Fall Opening Sale, 7.10

UMBRELLAS.
50 only Men's Umbrellas, good quality, top strong frame.
Clearing at 55c.

LINEN COLLARS.
Regular price 20c, slightly soiled, all styles and sizes.
Clearing, each 5c.

TIES.
A full range of these, prices 35c to 60c., Clearing at 20c.
50 pieces plain Taffeta Silk Neck ribbon, all colors, regular price 20c.
Fall Opening Sale 10c.

OVERALLS.
All you wearers of blue stripe overalls and smocks, regular \$1.00.
Fall Opening Sale 75c.

IN OUR GROCERY DEPARTMENT

White Star Baking Powder, regular 25c per lb., sale Price 2 lbs. 25c.
5 lb. Tins 60c.

Chase & Sanborn's Coffee, 1 and 2 lb. tins., regular 45c. per lb.
Sale Price 35c.

Goldsmith's Coffee, 1 lb. tins regular 50c. per lb.,
Sale Price 45c.

Barrington Hall Coffee, the new steel cut coffee, 1 lb. tins, regular 45c.
Sale Price 35c.

Turkish Coffee, 5 lb. tins, regular \$2.00.
Sale Price \$1.50

Coffee, choice blend, regular 35c. Sale Price 4 lb. \$1.00

Coffee, Ground Rio, regular 20c. Sale Price, 8 lbs. \$1.00

Tetley's Tea, 1 and ½ packages, regular 50c.,
Sale Price 35c.

Tetley's Tea, 1 lb. tins, regular 40c.,
Sale Price 30c.

Mazawattee Tea, 1 and ½ lb. packages, regular 50c.,
Sale Price 40c.

Ram Lal's Tea, 1 and ½ lb. packages 50c.,
Sale Price 40c.

Black Tea, bulk, regular 35c.,
Sale Price, 4 lbs. \$1.00

Japan Tea, bulk, regular 35c.,
Sale Price, 4 lbs., \$1.00

Tomatoes, gallon tins,
Sale Price, 40c.

Pumpkins gallon tins,
Sale Price, 35c.

Pumpkins, 3 lb. tins,
Sale Price, 11c.

Peas
Sale Price 10c.

Beans.
Sale Price 10c.

Baked Beans,
Sale Price, 3 tins, 25c.

Strawberries, 2 lb. tins,
Sale Price 20c.

Blue Plums, 2 lb. tins,
Sale Price 13c.

Lombard Plums, 2 lb. tins,
Sale Price 15c.

Blackberries, 2 lb. tins,
Sale Price, 20c.

Black Raspberries, 2 lb. tins,
Sale Price 20c.

Gooseberries, 2 lb. tins,
Sale Price, 20c.

Green Gage Plums, Gallon tins,
Sale Price, 45c.

Blue Plums, gallon tins,
Sale Price, 40c.

Rhubarb, Gallon tins,
Sale Price, 37½c.

White Shoe Polish, 2 in 1, regular 10c.,
Sale Price 3 for 25

15 only Bottles of Red Feather Extracts, 4 oz. Bottles, regular \$2.75;
Sale Price 1.25

GRAIN BAGS
W Brand Cotton Bags,
Sale Price per doz., 2.75

X Brand Cotton Bags,
Sale Price per doz., 3.00

EB Brand Cotton Bags,
Sale Price per doz., 3.65

S B Brand Cotton Bags,
Sale Price per doz., 3.25

MEN'S STIFF HATS
They come in black and brown, latest styles, regular price \$2.50 and \$3.00.
Fall Opening Sale 1.75

MEN'S NEGLIGEE SHIRTS.
Without collars, all sizes and colors, regular \$1.00.
Fall Opening Sale 65c.

OVERALLS.
All you wearers of blue stripe overalls and smocks, regular \$1.00.
Fall Opening Sale 75c.

Royal Crown Soap,
Sale Price, 30 bars 1.00

Golden West Soap,
Sale price, 30 bars 1.00

Sunlight Soap,
Sale Price, 25 bars 1.00

Toilet Soap, assorted, regular 5c. bar,
Sale Price, per doz., 35c.

Witch Hazel Toilet Soap,
Sale Price, 25c

Baby's Own Soap, regular 35c.,
Sale Price, 25c

Old Dutch Cleaning Powder, regular 12½c.
Sale Price 10c.

Tangle Foot,
5 double sheets 10c.

Ink in Sets consisting of:
1 quart Black Ink,
1 pint Red Ink,
1 pint Musilage,
1 bottle Stamping Ink,
1 Three Bottle Ink Stand,
Regular \$2.50
Sale Price 75c.

Honey, quart sealers,
Sale Price 60c.

Campbell's, Van Camp's, Libby's and Armour's Soups, assorted,
Sale Price, 12½c

6 lb. tins Starch, regular 65c.,
Sale Price, 50c.

Potted Meats, assorted, regular 10c.,
Sale Price 5c.

Raisins, 3al Musc,
Sale Price, 10c.

Selected Raisins, package,
Sale Price, 10c.

Cleaned Currants,
Sale Price, 10c.

Choice Apricots,
Sale Price, 12c.

Prunes,
Sale Price, per case 2.00

Rice, Japan,
Sale Price, 15 lbs. 2.00

Tapioca,
Sale Price, 13 lbs., 1.00

Pickles, 1 gallon crocks, sour,
Sale Price, 80c.

Pickles, 1 gallon crock, Chow,
Sale Price, 90c.

Pickles, 1 gallon crocks, sweet mixed
Sale Price, 90c.

Vigoral, 4 oz. Bottles, regular 60c.,
Sale Price, 40c.

Vigoral, 2 oz. Bottles, regular 35c.,
Sale Price, 20c.

Fluid Beef Armour's, 4 oz. reg. 60c.,
Sale Price, 40c.

Fluid Beef, 16 oz. Bottles, regular \$1.25,
Sale Price 90c.

Solid Beef Extract, 2 oz. jars, regular 50c.,
Sale Price 35c.

Solid Beef Extracts, 4 oz. jars, regular \$1.00,
Sale Price, 75c.

SOCKS
120 pair Men's Socks, regular price 25c.,
Fall Opening Sale 3 pr. for 50c

MEN'S WOOLEN UNDERWEAR
Men's Underwear, made of nice quality wool, regular \$1.50 suit,
Fall Opening Sale, per suit 1.00

BLACK SATEN SHIRTS
50 only Men's Black Saten Shirts, regular \$1.25, Fall Opening Sale 80c.

CAPS
Fall and summer Caps, regularly sold at \$1.00 and 75c.,
Fall Opening Sale 50c.

MANY OTHER LINES BUT SPACE WILL NOT ALLOW US TO ENUMERATE.

Good Merchandise Only—Quality Considered. Our Prices are always the Lowest.